



roamler



CONSUMER REPORT
DECEMBER 2021

Holiday merchandising | Trend review

Food & beverages



INTRO

So far, this year's holiday season has had unique challenges for both consumers and retailers. Nevertheless, several researches show an expected increase in food and beverage sales during the peak season. For food and beverage brands, the question that arises is:

How to attract the attention of consumers during this busy period, among the many brands on the shelves?

We asked our large community of European mobile users to tell us about their in-store preferences, reviewing merchandising holiday retail trends. Read all our interesting findings in this month's Consumer Report.

CONTENT

1. BUYING BEHAVIOR

- Impulse buying
- Expenses
- Location
- Click & Collect

2. PRODUCT & PACKAGING TRENDS

- Nostalgic packaging
- Festive packaging
- Limited Christmas edition
- Sustainable packaging
- Reusable packaging

3. MERCHANDISING & MARKETING TRENDS

- How to use
- Product sample
- Charity
- Omni-channel
- Workshops
- Communication channels

RECAP

- Even though European consumers plan ahead, most of them still make impulse purchases when it comes to food and beverages.
- Specialized food and beverage stores appear not to be very popular among Europeans.
- The majority of European consumers do not need a Click & Collect option when buying food and beverages.
- All current food and beverage product and packaging trends are generally liked and increase purchase intent.
- Handing out food and beverage samples in store works for both brand building goals and driving sales.
- Combining new channels with traditional ones is preferred by European consumers when it comes to promoting food and beverage products.

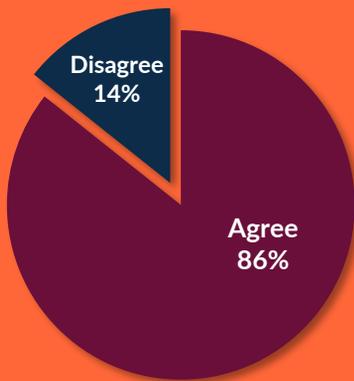
1. BUYING BEHAVIOR

TREND 1

NO MORE IMPULSE BUYING

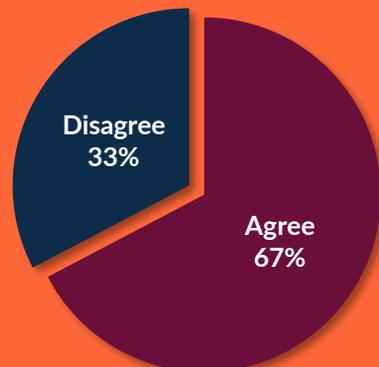
A Salesforce research reveals a decrease in impulse buying, since consumers tend to prepare more for shopping trips due to the pandemic. This is in line with our findings, which show that the majority of Europeans (67%) plan what food and beverages they will purchase before they go to a store.

However, 86% of European consumers also indicate that they often buy more products than they had planned. To sum it up, it can be stated that, even though consumers plan ahead, most of them still make impulse purchases when it comes to food and beverages.



"When I go to a store to buy food and beverages during the holiday season, I know what I will purchase in advance."

"When I go to a store to buy food and beverages during the holiday season, I often come home with more products than I had planned."



TREND 2

SHOPPING SPECIAL PRODUCTS CLOSE TO HOME

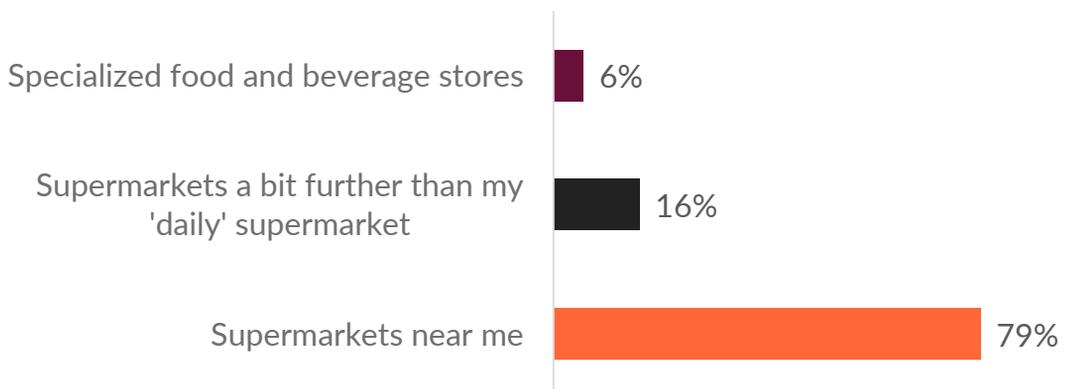
Other pandemic-caused trends are shopping close to home, since shopping is considered more of a necessity, and purchasing specialized food to compensate for the lack of restaurant dinners.

From our results it can be deduced that shopping close to home is indeed a trend among most Europeans, with **79%** of them indicating that they intend to buy their food and beverages at supermarkets nearby during the holiday season.

Specialized food and beverage stores, on the other hand, appear not to be very popular among this group of consumers, with only **6%** indicating that they will buy food and beverages from these stores.

"Specialized food and beverage stores appear not to be very popular among Europeans."

"Where are you planning to buy food and beverages during the holiday season?"



TREND 3

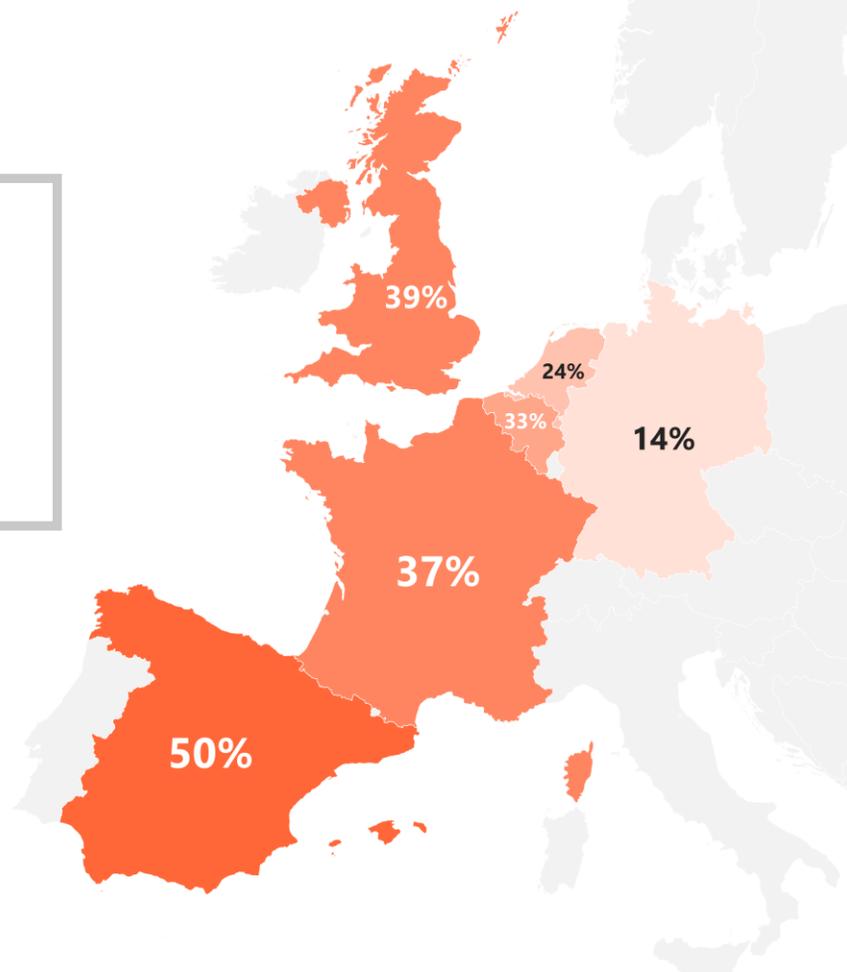
CLICK & COLLECT

According to experts, the 'Click & Collect' way of shopping (order online, pick up in store) is becoming more and more popular, as consumers benefit from fast service and low costs of local retailers, while avoiding shopping in crowded areas.

However, our results show that the majority of European consumers do not need a Click & Collect option for food and beverages during the holiday season. In Germany in particular, there is little preference for this service (14%). Click & Collect is most popular among Spanish consumers, with half of them indicating they want to use the service.

"The majority of European consumers do not need a Click & Collect option for food and beverages."

"I would like to Click & Collect food and beverage products during the holiday season."



2. PRODUCT AND PACKAGING TRENDS

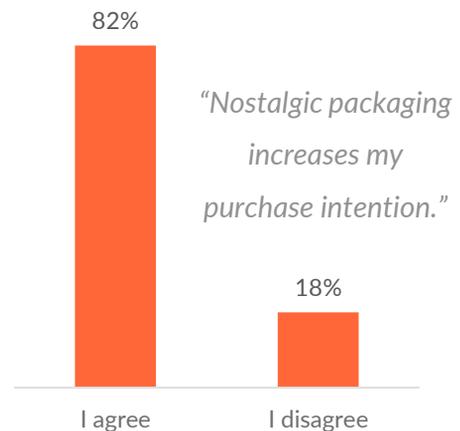
TREND 1 NOSTALGIC PACKAGING

A nostalgic and craft product look-and-feel creates a sense of continuity and tradition, aligning perfectly with the holiday feeling. It makes sense that **72%** of European consumers state they like it when food and beverage products contain festive packaging during the holiday season.



Since many nostalgic and vintage items are considered to be rare and precious, it can encourage consumers to purchase the product and to feel more engaged with the brand. This is supported by our results, which show an increase in purchase intent when a food or beverage product contains nostalgic packaging for **82%** of European consumers.

“82% of European consumers state their purchase intent increases when food or beverages contain nostalgic packaging.”



TREND 2

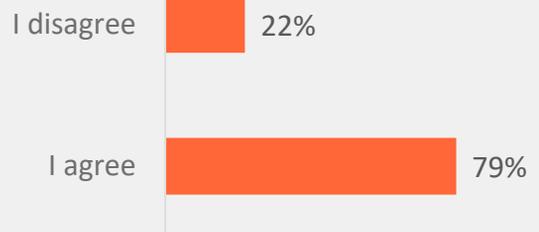
FESTIVE PACKAGING

Festive seasonal packaging is, for many brands, a chance to reinforce their brand identity, by affecting consumer emotions and creating a memorable shopping experience. Additionally, festive packaging allows brands to remain consistent across channels, from ad to in-store.

Although festive packaging have been quite popular for a while, **82%** of European consumers still indicate they like it when food and beverage products contain a festive packaging.

“82% of European consumers appreciate festive packaging when buying food and beverages.”

“Festive packaging increases my purchase intention.”



Since festive packaging has the strength to attract the loyal audience with something out of the ordinary, it is a good way to utilize impulse buying during the holiday season, and it is not surprising that **79%** of European consumers state that festive packaging increases their purchase intentions.

TREND 3

LIMITED HOLIDAY EDITIONS

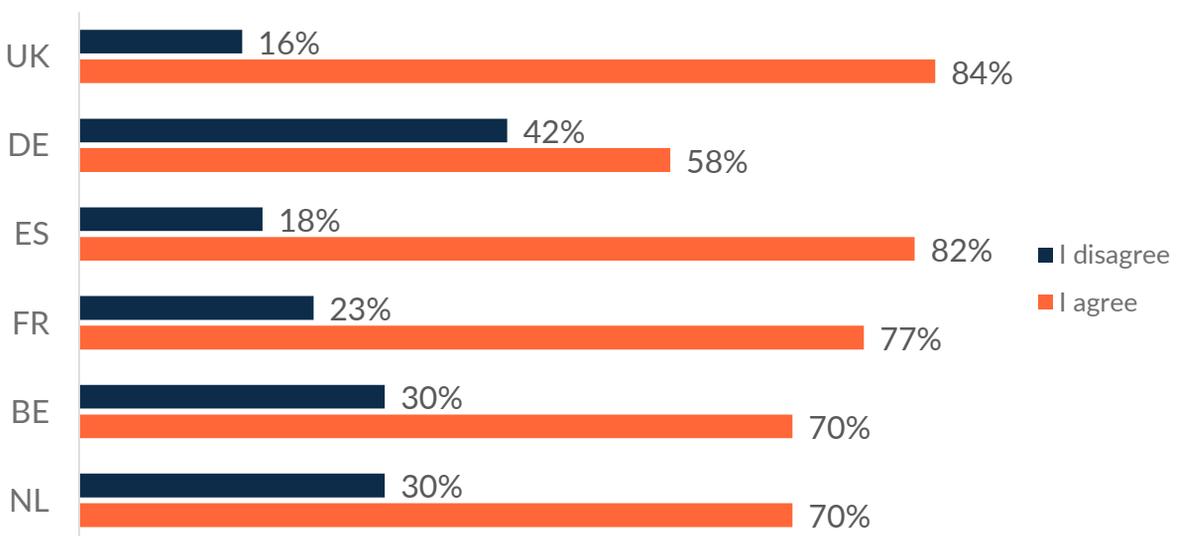
Seasonal limited editions have the power of giving consumers a sense of urgency and relevancy, which can eventually lead to more purchases. This is reflected in our results, which show that most European consumers agree that limited food and beverage editions during the holiday season lead to a higher purchase intent (86%).

“UK and Spanish consumers seem to enjoy seeing holiday limited editions on the shelves.”

In addition to an increasing purchase intent, limited editions are generally liked by European consumers (74%). There are, however, a few slight differences between countries.

The limited edition is least appreciated in Germany (58%), while consumers in the UK and Spain seem to enjoy seeing holiday limited editions on the shelves (84%; 82%).

“I like it when food and beverage brands offer a limited edition during the holiday season.”



TREND 4

REUSABLE PACKAGING

During the holiday season, a lot of food and beverages are often presented in festive reusable packaging. In addition to providing environmental benefits, this type of packaging ensures multiple brand touchpoints through the reusing of the packaging.

It is questionable whether this type of packaging is effective, since the production costs are high. Our research shows that reusable holiday packaging is generally liked, with **75%** of European consumers reporting that they enjoy being offered food and beverages with reusable packaging during the holiday season.

Perhaps even more important: reusable packaging sells! **Three-quarters** of Europeans agree that it increases their purchase intentions.



“75% of European consumers enjoy reusable packaging for food and beverages, while also indicating it increases their purchase intentions.”

3. MERCHANDISING & MARKETING TRENDS

Creating unique packaging and products is not the only thing food and beverage brands do to leverage the peak season. To attract consumers, they often implement seasonal in-store merchandising and marketing during the holiday season. We have compared the following five common holiday season trends on likability and purchase intent:



How to use.

In store information about how to use the product, for example the preparation of a particular recipe.



Product sample.

The possibility to try out a sample of a food or beverage in store.



Charity.

A collaboration with a charity, f.e. donating a certain percentage of all earnings.



Omni-channel.

Providing a reference to online content with food or beverages, f.e. adding a QR-code to the packaging, leading to online product or campaign content.



Workshops.

Organizing in store workshops, using the brand's products.

LIKABILITY

TOP 5 IN STORE TRENDS LIKABILITY

- | | |
|-------------------|-----|
| 1. Product sample | 86% |
| 2. Charity | 80% |
| 3. How to use | 74% |
| 4. Workshop | 58% |
| 5. Omni-channel | 49% |

Is it your main goal to build on a strong brand, using holiday merchandising? Handing out food or beverage samples in store might work, as it is considered the most likable holiday season merchandising. Additionally, a collaboration with a charity organisation could also improve your product likability.

PURCHASE INTENTION

The top 5 merchandising trends appear to highly depend on your merchandising goals, as the list looks very different when it comes to purchase intent. Is it your goal to generate more sales? Then, in addition to handing out product samples, it turns out to be a powerful idea to organize workshops, demonstrating your product.

TOP 5 IN STORE TRENDS PURCHASE INTENTION

- | | |
|-------------------|-----|
| 1. Product sample | 93% |
| 2. Workshop | 82% |
| 3. How to use | 78% |
| 4. Charity | 72% |
| 5. Omni-channel | 55% |

PREFERRED COMMUNICATION CHANNELS

While the top 3 preferred communication channels vary between all countries, all Europeans agree on social media and TV advertisements being the most suitable communication channels for food and beverage brands to promote their products during the holiday season, **revealing the real secret behind marketing success: combine new channels with traditional ones.**

“Through which channels do you think food/beverage brands should reach out to you about their products during the holiday season?”

NL

- Social ads | 75%
- TV ads | 64%
- Offline ads | 34%

BE

- Social ads | 74%
- TV ads | 54%
- Email | 37%

FR

- Social ads | 56%
- TV ads | 54%
- Online ads | 33%

ES

- Social ads | 76%
- TV ads | 69%
- Email | 40%

DE

- Social ads | 65%
- TV ads | 58%
- Offline ads | 56%

UK

- Social ads | 75%
- TV ads | 67%
- Email | 34%



FLEXIBLE RESOURCING SOLUTIONS FOR BUSINESSES

The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during one month (December 2021). The purpose was to determine the crowd's preferences when it comes to shopping food and beverages during the holiday season. The findings reflect data collected from **3.143** respondents, located in France, Spain, the United Kingdom, Germany, Belgium, and the Netherlands.

Would you like to receive more information?

Contact us at press@roamler.com

www.roamler.com